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Proposed programme budget for the biennium 2018-2019*

Part VII
Public information

Section 28
Public information

(Programme 24 of the biennial programme plan for the period 2018-2019)**

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* A summary of the approved programme budget will be issued as A/72/6/Add.1.

** A/71/6/Rev.1.

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Overview

Table 28.1 **Financial resources**
(United States dollars)

Appropriation for 2016-2017	187 570 100
Technical adjustments (removal of non-recurrent requirements and biennial provision of posts)	(63 400)
New and expanded mandates	4 237 900
Changes within and/or across section(s)	(3 477 400)
Other changes	(2 047 700)
Total resource change	(1 350 600)
Proposal of the Secretary-General for 2018-2019[a]	186 219 500

[a] At 2016-2017 revised rates.

Table 28.2 **Post resources**

	Number	*Level*
Regular budget		
Approved for the biennium 2016-2017	718	1 USG, 4 D-2, 18 D-1, 35 P-5, 74 P-4, 106 P-3, 60 P-2/1, 9 GS (PL), 212 GS (OL), 149 LL, 50 NPO
New posts	18	1 P-5; 4 P-3, 4 P-2 and 9 GS (OL) under subprogramme 2, News services
Redeployments	(12)	1 D-2, 1 P-5, 2 P-4, 2 P-3, 2 GS (PL) and 4 GS (OL) from section 28, Public information, to section 1, Overall policymaking, direction and coordination
Abolishments	(8)	1 P-5, 1 GS (OL) and 1 LL under subprogramme 1, Strategic communication services; 2 P-2 and 1 GS (OL) under subprogramme 2, News services; and 1 P-2 and 1 GS (OL) under subprogramme 3, Outreach and knowledge services
Proposed for the biennium 2018-2019	716	1 USG, 3 D-2, 18 D-1, 34 P-5, 72 P-4, 108 P-3, 61 P-2/1, 7 GS (PL), 214 GS (OL), 148 LL, 50 NPO

Overall orientation

28.1 The Department of Public Information is dedicated to communicating to the world the ideals and work of the United Nations; to interacting and partnering with diverse audiences; and to building support for the purposes and principles enshrined in the Charter of the United Nations. In line with this mission, the Department creates and implements communications strategies; engages local audiences worldwide through its network of United Nations information centres; produces, promotes and delivers news and media products and services in all six official languages; and initiates and expands partnerships, outreach and knowledge-sharing.

Note: The following abbreviations are used in tables and charts: GS, General Service; LL, Local level; NPO, National Professional Officer; OL, Other level; PL, Principal level; RB, regular budget; USG, Under-Secretary-General; XB, extrabudgetary.

28.2 The mandate of the Department, contained in General Assembly resolution 13 (I), is guided by the priorities established by the Assembly and its subsidiary body, the Committee on Information, through the resolutions of the Assembly on questions relating to information, the most recent of which are resolutions 71/101 A and B.

28.3 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing accurate, impartial, comprehensive, balanced, coherent, timely and relevant information. To that end, the Department will focus on priority themes, with a regional focus on Africa, in support of the three pillars of the Organization's work (development; peace and security; and human rights), drawing on guidance from the 2030 Agenda for Sustainable Development. Within those three pillars, the Department will seek to underscore the Secretary-General's emphasis on delivering results, on accountability and on gender equality and the empowerment of women, while addressing global challenges for the common good and fully complying with the mandates given by Member States.

28.4 The Department works to deliver effective and targeted information programmes in key areas, including for United Nations conferences and observances. It seeks to reach and engage audiences worldwide to encourage support for the Organization and its objectives.

28.5 To accomplish its mission, the Department takes the following core approaches in its work with an overall emphasis on multilingualism from the planning stage: strategic working relationships with the substantive departments and offices of the Secretariat and organizations of the United Nations system; enhanced use of the latest information and communications technologies in both traditional and new media in order to deliver information directly and instantaneously worldwide; and the promotion of multilingualism and the parity of all six official languages of the United Nations in the preparation of news and communications products. The Department also provides information services to delegates and staff through the Dag Hammarskjöld Library and promotes knowledge-sharing and internal communication by way of iSeek, the United Nations intranet.

Overview of resources

28.6 The overall resources proposed for the biennium 2018-2019 for this section amount to $186,219,500 before recosting, reflecting a net decrease of $1,350,600 (or 0.7 per cent) compared with the appropriation for 2016-2017. Resource changes result from four factors, namely: (a) technical adjustments relating to the removal of non-recurrent requirements; (b) new and expanded mandates; (c) changes within and/or across section(s); and (d) other resource changes. The proposed resource level provides for the full, efficient and effective implementation of mandates.

28.7 The distribution of resources is reflected in tables 28.3 to 28.5.

Table 28.3 Financial resources by component

(Thousands of United States dollars)

(1) *Regular budget*

	2014-2015 expenditure	*2016-2017 appropriation*	*Resource changes*						*Total before recosting*	*Recosting*	*2018-2019 estimate*
			Technical adjustment (non-recurrent, biennial provision of posts)	*New and expanded mandates*	*Further reductions within and or across section(s)*	*Efficiencies*	*Total*	*Percentage*			
A Executive direction and management	3 259.5	3 693.5	–	–	–	–	–	–	3 693.5	99.1	3 792.6
B Programme of work											
1 Strategic communication services	70 167.1	69 250.6	(11.4)	39.0		(774.9)	(747.3)	(1.1)	68 503.3	1 630.3	70 133.6
2 News services	65 525.1	68 058.0	(8.4)	3 712.8	(3 477.4)	(792.2)	(565.2)	(0.8)	67 492.8	1 898.6	69 391.4
3 Outreach and knowledge services	39 369.9	38 936.6	–	347.9	–	(440.9)	(93.0)	(0.2)	38 843.6	961.9	39 805.5
4 Special conferences	259.7	43.6	(43.6)	–	–	–	(43.6)	(100)	–	–	–
Subtotal, B	**175 321.9**	**176 288.8**	**(63.4)**	**4 099.7**	**(3 477.4)**	**(2 008.0)**	**(1 449.1)**	**(0.8)**	**174 839.7**	**4 490.8**	**179 330.5**
C Programme support	7 731.1	7 587.8	–	138.2		(39.7)	98.5	1.3	7 686.3	194.7	7 881.0
Subtotal, 1	**186 312.5**	**187 570.1**	**(63.4)**	**4 237.9**	**(3 477.4)**	**(2 047.7)**	**(1 350.6)**	**(0.7)**	**186 219.5**	**4 784.6**	**191 004.1**

(2) *Other assessed*

Component	*2014-2015 expenditure*	*2016-2017 estimate*	*2018-2019 estimate*
A Executive direction and management	–	–	–
B Programme of work	1 332.1	1 486.7	1 486.7
C Programme support	–	–	–
Subtotal, 2	**1 332.1**	**1 486.7**	**1 486.7**

(3) *Extrabudgetary*

Component	*2014-2015 expenditure*	*2016-2017 estimate*	*2018-2019 estimate*
A Executive direction and management	–	–	–
B Programme of work	4 487.1	6 959.7	7 011.6
C Programme support	136.3	336.9	336.9
Subtotal, 3	**4 623.4**	**7 296.6**	**7 348.5**
Total	**192 268.0**	**196 353.4**	**199 839.3**

Table 28.4 **Post resources**

Category	Established regular budget		Temporary: Regular budget		Temporary: Other assessed[a]		Temporary: Extrabudgetary[b]		Total	
	2016-2017	2018-2019	2016-2017	2018-2019	2016-2017	2018-2019	2016-2017	2018-2019	2016-2017	2018-2019
Professional and higher										
USG	1	1	–	–	–	–	–	–	1	1
D-2	4	3	–	–	–	–	–	–	4	3
D-1	18	18	–	–	–	–	–	–	18	18
P-5	35	34	–	–	–	–	–	–	35	34
P-4/3	180	180	–	–	2	2	1	1	183	183
P-2/1	60	61	–	–	1	1	–	–	61	62
Subtotal	**298**	**297**	–	–	**3**	**3**	**1**	**1**	**302**	**301**
General Service										
Principal level	9	7	–	–	–	–	–	–	9	7
Other level	212	214	–	–	1	1	10	10	223	225
Subtotal	**221**	**221**	–	–	**1**	**1**	**10**	**10**	**232**	**232**
Other										
Local level	149	148	–	–	–	–	–	–	149	148
National Professional Officer	50	50	–	–	–	–	–	–	50	50
Subtotal	**199**	**198**	–	–	–	–	–	–	**199**	**198**
Total	**718**	**716**	–	–	**4**	**4**	**11**	**11**	**733**	**731**

[a] Support account for peacekeeping operations: 2 P-4, 1 P-2 and 1 GS (OL).

[b] Development Forum Trust Fund: 1 P-3 and 9 GS (OL); and subfund of special account for extrabudgetary substantive activities: 1 GS (OL).

Table 28.5 **Distribution of resources by component**

(Percentage)

	Regular budget	Other assessed	Extrabudgetary
A. Executive direction and management	2.0	–	–
B. Programme of work			
1. Strategic communications services	36.8	70.6	19.7
2. News services	36.2	29.4	15.4
3. Outreach and knowledge services	20.9	–	60.3
Subtotal, B	**93.9**	**100.0**	**95.4**
C. Programme support	4.1	–	4.6
Total	**100.0**	**100.0**	**100.0**

Technical adjustments

28.8 Resource changes reflect a decrease of $63,400 due to removal of non-recurrent requirements relating to: (a) public information services for the implementation of the outcome of the United Nations Conference on Housing and Sustainable Urban Development (Habitat III); (b) resource

requirements arising from resolutions and decisions adopted by the Human Rights Council; and (c) requirements related to General Assembly resolution 71/280 on modalities for the intergovernmental negotiations of the global compact for safe, orderly and regular migration.

New and expanded mandates

28.9 Resource changes of $4,237,900 have been provided in support of new mandates pursuant to: (a) General Assembly resolution 71/101 on questions related to information, in particular paragraph 23, in which the Assembly reaffirmed its request that the Secretary-General ensure that the Department had the necessary capacity in all the official languages to undertake all of its activities, and requested that this aspect be included in future programme budget proposals for the Department, bearing in mind the principle of parity of all six official languages, while respecting the workload in each official language, and General Assembly resolution 71/6 on programme planning, in which the Assembly adopted the Department's biennial programme plan for 2018-2019, including the strategic framework, which emphasized, inter alia, the full and equitable treatment of the six official languages; (b) General Assembly resolution 69/16 on programme of activities for the implementation of the International Decade for People of African Descent; and (c) General Assembly resolution 71/272 on the revised estimates resulting from resolutions and decisions adopted by the Human Rights Council at its thirty-first, thirty-second and thirty-third sessions and twenty-fourth special session, presented in the report of the Secretary-General (A/71/623).

Changes within and/or across section(s)

28.10 Resource changes reflecting a decrease of $3,477,400 include the proposed redeployment of the Office of the Spokesperson of the Secretary-General from section 28, Public information, to section 1, Overall policymaking, direction and coordination, in order to ensure effective management and development of media relations on behalf of the Secretary-General.

Other changes

28.11 Resource changes reflect a reduction of $2,047,700, made possible from efficiencies that the Department plans to bring about in the biennium 2018-2019. The proposed reduction is a result of the efforts of the Department to apply the anticipated Umoja efficiencies presented in the eighth progress report of the Secretary-General on the enterprise resource planning project (A/71/390) to individual day-to-day operations. The Umoja efficiencies set out in the eighth progress report were based on the Organization's experience with the system, anticipated future changes, including future roll-outs, a global review of end-to-end processes, the retirement of legacy systems and improvements to business process and planning capabilities. Efficiencies were expressed, inter alia, as the dollar value of a full-time equivalent, where applicable. Further information on the approach is provided in the foreword and introduction of the proposed programme budget for the biennium 2018-2019.

28.12 For the Department of Public Information, this translates to post and non-post reductions of $2,047,700, which fall under subprogramme 1, Strategic communications services ($774,900), subprogramme 2, News services ($792,200), subprogramme 3, Outreach and knowledge services ($440,900), and Programme support ($39,700).

Other assessed and extrabudgetary resources

28.13 The projected level of other assessed resources amounts to $1,486,700 and represents 0.7 per cent of the total resource requirements. These resources would support substantive activities relating to peacekeeping operations. There is no change in the level of resources compared with the previous biennium.

28.14 The Department receives both cash and in-kind extrabudgetary contributions, which complement regular budget resources and continue to be vital in the delivery of its mandates. The projected level of extrabudgetary resources (cash contributions), amounting to $7,348,500, represents 3.7 per cent of overall resource requirements and reflects an increase of $51,900 in comparison with the biennium 2016-2017. This amount would complement resources from the regular budget to finance various activities such as the production of events and public information materials to strengthen and expand strategic communications objectives in countries around the world and would enable the Department to develop and disseminate information products in local languages and engage in outreach activities for local audiences on issues of priority concern in line with General Assembly resolution 71/101 on questions relating to information. These resources would also provide for the rental and maintenance of the premises occupied by United Nations information centres at some locations. The increase for the biennium 2018-2019 reflects the anticipated level of extrabudgetary resources to support the information services of the United Nations information centres.

28.15 Anticipated in-kind contributions with an estimated value of $2,550,700 would provide for rent-free premises for some of the United Nations information centre offices.

Other information

28.16 The Department of Public Information will continue to actively strengthen accountability through the implementation and delivery of all its mandates. The Department has taken significant steps to establish and improve mechanisms for learning and accountability among its staff and managers through the enforcement of the Department's Evaluation Policy (2016) and the Strategy on Gender Equality and the Empowerment of Women 2016-2019 (2016). The Department's monitoring and evaluation activities are carried out with the objective of enhancing the efficiency and effectiveness of the Department's work and are integral to instituting evidence-based decision-making, learning and accountability at all levels. As a result of an assessment of the Department's traditional and social media monitoring practices, the Department has invested in comprehensive solutions for media monitoring and analytics. These solutions have resulted in improved coordination for tracking traditional and social media metrics, as well as in the timely and accurate reporting of key events and priorities of the United Nations. In addition, the Department recognizes the important role of the oversight bodies and will continue to collaborate with the Board of Auditors, the Joint Inspection Unit and the Office of Internal Oversight Services in their periodic assessments, reviews and recommendations on the programme. The Department is committed to ensuring the timely follow-up and efficient implementation of accepted recommendations.

28.17 Resources identified for the conduct of monitoring and evaluation amount to $919,400, of which $910,100 would be under the regular budget and $9,300 would be under extrabudgetary resources. The resources would provide for 91.54 work-months of staff (53.79 work-months at the Professional level and above and 37.75 work-months at the General Service level). The requirements relate to mandatory and discretionary self-assessment involving measurement of

programme outcomes in the context of the biennial programme plan for 2018-2019 and assessment of the impact of communications campaigns.

28.18 The Department collaborates actively with United Nations funds and programmes, including in the co-production and co-distribution of feature stories, digital and social media content and key messages on the Sustainable Development Goals and other United Nations issues, thus enhancing overall efficiencies. In addition, the Department continues to maintain liaison with various United Nations offices to facilitate the promotion of international days and events through the use of audiovisual technologies and other digital and social media content.

28.19 Following a review of the publications pertaining to each subprogramme, it is anticipated that recurrent and non-recurrent publications will be issued as summarized in table 28.6 and as described in the output information for each subprogramme.

Table 28.6 **Summary of publications**

	2014-2015 actual			*2016-2017 estimate*			*2018-2019 estimate*		
	Print	*Electronic*	*Print and electronic*	*Print*	*Electronic*	*Print and electronic*	*Print*	*Electronic*	*Print and electronic*
Recurrent	1	–	11	1	–	11	1	–	11
Non-recurrent	–	–	–	–	–	1	–	–	1
Total	**1**	**–**	**11**	**1**	**–**	**12**	**1**	**–**	**12**

A. Executive direction and management

Resource requirements (before recosting): $3,693,500

28.20 The Under-Secretary-General for Communications and Public Information is responsible for the overall direction and strategic management of United Nations communications and public information, both at Headquarters and in the field. The Under-Secretary-General establishes departmental policies and guidelines, deals with specific policy and management issues and problems, and is responsible for the administrative, financial and personnel management of the Department. Furthermore, the Under-Secretary-General is responsible for the direction of liaison functions performed by the Department with regard to intergovernmental bodies, such as the Committee on Information and the United Nations Communications Group.

28.21 The Under-Secretary-General evaluates and reports on the programme performance of the Department through the Evaluation and Communications Research Unit. The Unit is responsible for assessing the impact of public information programmes and activities. The Unit provides expertise in analysing media coverage and collecting data on target audience needs.

28.22 The systematic evaluation of the Department's main product and service lines has enabled the Department to clearly articulate the ways in which it promotes an enhanced understanding of the work of the Organization.

Table 28.7 **Objectives for the biennium, expected accomplishments, indicators of achievement and performance measures**

Objective of the Organization: To achieve an informed understanding of the work, principles and purposes of the United Nations

			Performance measures			
Expected accomplishments of the Secretariat	*Indicators of achievement*		*2018-2019*	*2016-2017*	*2014-2015*	*2012-2013*
(a) Programme of work is effectively managed	Timely delivery of outputs and services [percentage]	Target	100	100	100	100
		Estimate		100	100	100
		Actual			100	100
(b) Timely submission of documentation needed for meetings of relevant intergovernmental bodies	Percentage of timely submission of documentation [percentage]	Target	100	100	100	100
		Estimate		100	100	100
		Actual			100	100
(c) A strengthened culture of communication and coordination in public information within the Secretariat and among United Nations system partners	Maintain usefulness of the United Nations Communications Group [percentage]	Target	88	88	88	90
		Estimate		88	88	90
		Actual			90	82
(d) Efficiencies achieved in travel costs for the Organization	Increased percentage of air tickets purchased at least two weeks before the commencement of travel [percentage]	Target	100			
		Estimate		50		
		Actual				

External factors

28.23 The Office of the Under-Secretary-General is expected to achieve its objectives and expected accomplishments on the assumption that intergovernmental bodies and other stakeholders continue to support the work of the Department of Public Information.

Outputs

28.24 During the biennium 2018-2019, the following outputs will be delivered.

Table 28.8 **Categories of outputs and final outputs**

Outputs	*Quantity*
Other substantive activities	
Technical material	
1. Evaluations of public information programmes and activities	1
International cooperation and inter-agency coordination and liaison (regular budget)	
Contribution to joint outputs	
2. Input to various reports of the Secretary-General to the subsidiary organs of the General Assembly on public information activities	2

28.25 The distribution of resources for executive direction and management is reflected in table 28.9.

Table 28.9 **Resource requirements: executive direction and management**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	3 434.3	3 434.3	12	12
Non-post	259.2	259.2	–	–
Total	**3 693.5**	**3 693.5**	**12**	**12**

28.26 The executive direction and management component of the Department comprises the Office of the Under-Secretary-General and the Evaluation and Communications Research Unit.

28.27 The amount of $3,693,500 would provide for the continuation of 12 posts (1 USG, 1 D-1, 1 P-5, 1 P-4, 1 P-3, 2 P-2, 5 General Service (Other level)) and for non-post requirements for travel of staff, contractual services, hospitality and other operational requirements that would enable the Office of the Under-Secretary-General to carry out its responsibilities for the overall direction and strategic management of the Department and support the implementation of mandates under the programme.

B. Programme of work

28.28 The distribution of resources by subprogramme is reflected in table 28.10.

Table 28.10 **Resource requirements by subprogramme**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
1. Strategic communications services	69 250.6	68 503.3	323	320
2. News services	68 058.0	67 492.8	217	220
3. Outreach and knowledge services	38 936.6	38 843.6	144	142
4. Special conferences	43.6	–	–	–
Subtotal	**176 288.8**	**174 839.7**	**684**	**682**
Other assessed	1 486.7	1 486.7	4	4
Extrabudgetary	6 959.7	7 011.6	10	10
Total	**184 735.2**	**183 338.0**	**698**	**696**

Subprogramme 1
Strategic communications services

Resource requirements (before recosting): $68,503,300

28.29 Substantive responsibility for the subprogramme is vested within the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, the network of United Nations information centres, information components and the coordinating functions for the United Nations Communications Group.

28.30 The subprogramme will be implemented in accordance with the strategy detailed under subprogramme 1, Strategic communications services, of programme 24, Public information, of the biennial programme plan for the period 2018-2019 (A/71/6/Rev.1).

Table 28.11 **Objectives for the biennium, expected accomplishments, indicators of achievement and performance measures**

Objective of the Organization: To achieve an informed understanding of the work, principles and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*		*Performance measures*			
			2018-2019	*2016-2017*	*2014-2015*	*2012-2013*
(a) Improved quality of media coverage on priorities given by Member States	Increased percentage of articles that contain United Nations messages on priorities decided upon by Member States [percentage]	Target	55	55	55	55
		Estimate		55	53	54
		Actual			54	53
(b) Improved direct engagement of global audiences to amplify messages on priority themes	Increased number of end users directly engaged through social and traditional media overall and per official language [number of followers/fans of the subprogramme's social media accounts (in millions)]	Target	35	25		
		Estimate		25		
		Actual				
(c) Improved understanding of and support for the United Nations at the local level through the work carried out by the United Nations information centres	(i) Higher percentage of target audiences among local populations indicating improved understanding and support [higher percentage of target audiences among local populations indicating improved understanding]	Target	80	75	73	86
		Estimate		73	72	72
		Actual			89	88
	[higher percentage of target audiences among local populations indicating support]	Target	85			
		Estimate				
		Actual				
	(ii) Increased number of users of the websites of the United Nations information centres overall and per official language [average monthly visitors (in millions)]	Target	1.8	1.5	1.6	1.6
		Estimate		1.4	1.4	1.4
		Actual			1.6	1.3

Expected accomplishments of the Secretariat	Indicators of achievement	Performance measures	2018-2019	2016-2017	2014-2015	2012-2013
	(iii) Increased number of information materials and United Nations publications available in official United Nations languages as well as other languages [number]	Target	6 800	6 500	6 900	6 800
		Estimate		6 500	6 000	6 800
		Actual			9 300	11 015

External factors

28.31 The subprogramme is expected to achieve its objectives and expected accomplishments on the assumption that civil society institutions, redisseminators and other partners are able to participate in collaborative efforts of the United Nations, including at the local level. In addition, political and other external developments may significantly affect the level of media interest in priority thematic issues of the United Nations. The sample social media platforms currently being used could also become obsolete, which may affect the outreach efforts. Lack of or impeded access to the Internet due to security conditions or the country's infrastructure could affect the outreach efforts of the United Nations information centres and their ability to provide accurate website statistics. Unwillingness on the part of internal and external partners to share costs related to the translation and printing of these information materials may impede their production in local languages.

Outputs

28.32 During the biennium 2018-2019, the following outputs will be delivered.

Table 28.12 **Categories of outputs and final outputs**

Outputs	Quantity
Servicing of intergovernmental and expert bodies, and reports thereto: (regular budget)	
General Assembly	
Parliamentary documentation	
1. Report of the Secretary-General on the dissemination of information on decolonization	2
Other substantive activities (regular budget and extrabudgetary)	
Recurrent publications	
2. *The United Nations and the Question of Palestine*	1
Exhibits, guided tours and lectures	
3. Lectures, briefings, seminars and video screenings on United Nations issues and themes for government officials, representatives of the media, non-governmental organizations (NGOs), educational institutions and other audiences, including exhibits at the national level	1
Booklets, pamphlets, fact sheets, wallcharts and information kits	
4. Fact sheets on peacekeeping operations and political and peacebuilding missions	1
5. Information materials on United Nations thematic issues for media outreach and for a general audience for distribution in the official languages of the United Nations and, through the network of United Nations information centres, in local languages	5

Outputs	*Quantity*
Press releases and press conferences	
6. Media outreach programmes, including soliciting media interviews, writing and placing opinion articles on thematic issues, developing and disseminating information materials and maintaining international media contact lists	1
7. Press conferences, briefings, round tables and panel discussions at the international, regional and national levels to publicize United Nations activities, events, publications and reports, to explain the outcome of negotiations or other United Nations activities on thematic issues and to assist organizations of the United Nations system with their public information outreach programmes	4
Special events	
8. Strategic outreach activities, events and conferences to promote a specific priority issue or special observance of the United Nations and to strengthen partnerships between the United Nations and the media, civil society and other advocates at the international and national levels	5
9. Educational programmes at the national level, such as Model United Nations conferences, or support in the development of curricula on the United Nations	1
Technical material	
10. Media analyses and press reviews on major United Nations issues based on regular and ad hoc media monitoring	2
11. Other information materials, including responses to public and media requests for information on United Nations priority thematic issues	1
Update and maintenance of:	
12. United Nations information centre manuals and guidelines	1
13. Websites and portals in six official languages on priority issues for which the Department of Public Information plays a coordinating role	3
14. Websites of the United Nations information centres	1
15. Major social media accounts of the United Nations	1
International cooperation and inter-agency coordination and liaison (regular budget, other assessed and extrabudgetary)	
Substantive servicing of inter-agency meetings	
16. Weekly system-wide United Nations Communications Group	1
17. Two-day annual session of the United Nations Communications Group	2
Contribution to joint outputs	
18. Input to the report of the Committee on the Exercise of the Inalienable Rights of the Palestinian People	2
19. Input to the report of the Secretary-General on Israeli practices affecting the human rights of the Palestinian people in the Occupied Palestinian Territory, including East Jerusalem	2
20. Input to reports on public information activities related to human rights submitted to the General Assembly and the Economic and Social Council	2
Other services	
21. Global communications strategies and information programmes on priority issues and for major conferences and summits, through consultation with substantive offices and departments, to identify the main activities/events for promotion and coverage by the Department and the relevant tools to implement the strategies, such as promotional and information products and activities	3
22. Cooperation and information-sharing with the United Nations system, through United Nations country teams, with regional organizations and with NGOs	1

Outputs	*Quantity*
23. Inter-agency coordination through meetings and task forces of the United Nations Communications Group and within the Department, including with the network of United Nations information centres, to ensure the implementation of thematic information programmes	1
24. Management of United Nations information centres in coordination with the United Nations Development Programme, in particular where the Resident Coordinator serves as its director	1
25. Advice on strategic communications and development of planning tools for peace operations to assist their information components in the formulation of information strategies	1
26. Participation in task forces related to peace operations	1
27. Group training in the field or at Headquarters for United Nations information centre directors, national information officers, library assistants, administrative assistants and staff of information components of peacekeeping and peacebuilding missions	4
Technical cooperation (regular budget and extrabudgetary)	
Training, seminars and workshops	
28. Training programme at Headquarters for Palestinian journalists and radio and television broadcasters	2
29. Training workshops or field trips for journalists to United Nations project sites, in cooperation with the local United Nations system partners, for local journalists in order to promote better understanding of United Nations issues, and organization of training sessions for local United Nations librarians	4

28.33 The distribution of resources for subprogramme 1 is reflected in table 28.13.

Table 28.13 **Resource requirements: subprogramme 1**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	54 794.3	54 188.5	323	320
Non-post	14 456.3	14 314.8	–	–
Subtotal	**69 250.6**	**68 503.3**	**323**	**320**
Other assessed	1 049.5	1 049.5	2	2
Extrabudgetary	1 396.5	1 448.4	–	–
Total	**71 696.6**	**71 001.2**	**325**	**322**

28.34 The amount of $68,503,300 would provide for 320 posts (1 D-2, 11 D-1, 20 P-5, 20 P-4, 22 P-3, 10 P-2, 2 General Service (Principal level), 36 General Service (Other level), 148 Local level and 50 National Professional Officers)and for non-post requirements for other staff costs, travel of representatives, travel of staff, contractual services, general operating expenses, hospitality, supplies and materials, furniture and equipment and grants and contributions to support the implementation of mandates under the programme.

28.35 The net decrease of $747,300 reflects the proposed abolition of one post of Director (P-5) and one post of Clerk/Typist (Local level) in the United Nations information centres and one of Administrative Assistant (General Service (Other level)) in the Strategic Communications

Division, as well as the reduction in non-post requirements, due to the efficiencies the Department plans to bring about in 2018-2019.

28.36 The subprogramme is supported by projected other assessed resources amounting to $1,049,500, including two P-4 posts, that will be utilized to support public information activities in peacekeeping missions. The subprogramme is also supported by projected extrabudgetary resources amounting to $1,448,400.

28.37 The programme of activities under subprogramme 1, Strategic communications services, is carried out by the Strategic Communications Division and the United Nations information centres, services and information components at United Nations offices. The requirements for each of the above-mentioned components are set out in tables 28.14 to 28.19.

Table 28.14 **Resource requirements: Strategic Communications Division**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	13 321.4	13 159.0	51	50
Non-post	2 112.5	1 979.3	–	–
Subtotal	**15 433.9**	**15 138.3**	**51**	**50**
Other assessed	1 049.5	1 049.5	2	2
Total	**16 483.4**	**16 187.8**	**53**	**52**

28.38 The Strategic Communications Division includes the following components: (a) Strategic Communications; (b) the Information Centres Service; and (c) the outreach programme entitled "The Rwanda Genocide and the United Nations", mandated by the General Assembly under resolutions 60/255 and 62/96.

28.39 The amount of $15,138,300 would provide for 50 posts (1 D-2, 2 D-1, 5 P-5, 7 P-4, 8 P-3, 6 P-2, 21 General Service (Other level)) and for non-post requirements to support the implementation of mandates under the programme.

28.40 The decrease of $295,600 reflects the net effect of the proposed abolition of one post of Administrative Assistant (General Service (Other level)) and decreases under non-post items, due to efficiencies that the Department plans to bring about in 2018-2019.

28.41 The Service is supported by projected other assessed resources amounting to $1,049,500, which would provide for public information activities in peacekeeping operations.

Table 28.15 **Resource requirements: information activities on the question of Palestine**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	–	–	–	–
Non-post	611.2	611.2	–	–
Total	**611.2**	**611.2**	**–**	**–**

28.42 The amount of $611,200 would provide for: (a) the travel of journalists to attend the annual training programme for Palestinian media practitioners; (b) the travel of participants to the annual International Media Seminar on Peace in the Middle East; (c) the travel of staff to support the annual training programme for Palestinian media practitioners; (d) contractual services for external printing and translation services; (e) general operating expenses relating to conference facilities; and (f) stationery and office supplies, which would support the implementation of mandates under the programme.

Table 28.16 **Resource requirements: United Nations Information Service at Geneva**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	7 691.1	7 691.1	25	25
Non-post	1 204.8	1 196.5	–	–
Total	**8 895.9**	**8 887.6**	**25**	**25**

28.43 The Service is responsible for providing press and audiovisual coverage of major meetings and events, production of news (television, radio and Internet) programmes, public relations services, and coordination of public information actions with United Nations organs, specialized agencies and other entities based in Geneva.

28.44 The amount of $8,887,600 would provide for the continuation of 25 posts (1 D-1, 2 P-5, 3 P-4, 4 P-3, 3 P-2/1, 1 General Service (Principal level) and 11 General Service (Other level)), as well as for non-post requirements for other staff costs, travel of staff, contractual services, general operating expenses, hospitality, supplies and materials, and furniture and equipment to support the implementation of mandates under the programme. The net decrease of $8,300 is due to the removal of the 2016-2017 non-recurrent requirements for public information activities related to the Human Rights Council.

Table 28.17 **Resource requirements: United Nations Information Service at Vienna**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	2 254.7	2 254.7	10	10
Non-post	197.5	197.5	–	–
Total	**2 452.2**	**2 452.2**	**10**	**10**

28.45 The Service provides press coverage and public relations services to the Vienna-based programmes of the Secretariat, as well as outreach not only to the media, but also to civil society, in Austria, Hungary, Slovakia and Slovenia. The Service also coordinates public information actions with United Nations organs, specialized agencies and other entities based in Vienna to ensure a unified message.

28.46 The amount of $2,452,200 would provide for the continuation of 10 posts (1 D-1, 1 P-4, 2 P-3, 1 P-2/1, 1 General Service (Principal level) and 4 General Service (Other level)) and for non-post requirements for travel of staff, contractual services, general operating expenses, hospitality, supplies and materials, furniture and equipment, and grants and contributions to support the implementation of mandates under the programme.

Table 28.18 **Resource requirements: United Nations field offices, information component**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	1 304.8	1 304.8	8	8
Non-post	646.1	646.1	–	–
Total	**1 950.9**	**1 950.9**	**8**	**8**

28.47. The amount of $1,950,900 would provide for the continuation of 8 posts (1 P-4 in Kazakhstan and 7 National Professional Officers in Armenia, Azerbaijan, Belarus, Eritrea, Georgia, Ukraine and Uzbekistan) and for non-post requirements for other staff cost, travel of staff, contractual services, general operating expenses, hospitality, and supplies and materials to support the implementation of mandates under the programme.

Table 28.19 **Resource requirements: United Nations information centres**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	30 222.3	29 778.9	229	227
Non-post	9 684.2	9 684.2	–	–
Subtotal	**39 906.5**	**39 463.1**	**229**	**227**
Extrabudgetary	1 396.5	1 448.4	–	–
Total	**41 303.0**	**40 911.5**	**229**	**227**

28.48 The amount of $39,463,100 would provide for 227 posts (7 D-1, 13 P-5, 8 P-4, 8 P-3, 148 Local level and 43 National Professional Officers) and for non-post requirements for other staff costs, travel of staff, contractual services, general operating expenses, hospitality, supplies and material, furniture and equipment, and grants and contributions to support the implementation of mandates under the programme.

28.49 The decrease of $443,400 is related to the proposed abolition of one post of Director (P-5) (Luanda) and one post of Clerk/Typist (Local Level) (Harare), and non-post reductions reflecting the efficiencies that the Department plans to bring about in 2018-2019.

28.50 To provide better security protection for the United Nations Information Centre staff in Pakistan, a Local Level post is proposed to be redeployed from Lima to Islamabad to serve as driver/clerk and cover essential functions, including driving the official car for official functions and meetings, providing logistical support and acting as security focal point. Due to the security situation, many offices and public venues are accessible only with official cars driven by Urdu-speaking drivers who need to liaise with security personnel in advance.

28.51 The subprogramme is also supported by projected extrabudgetary resources estimated at $1,448,400. The increase of $51,900 reflects the anticipated level of extrabudgetary resources to support the information services of the United Nations information centres.

Subprogramme 2
News services

Resource requirements (before recosting): $67,492,800

28.52 Substantive responsibility for the subprogramme is vested primarily within the News and Media Division. The subprogramme will be implemented in accordance with the strategy detailed under subprogramme 2, News services, of programme 24, Public information, of the biennial programme plan for the period 2018-2019 (A/71/6/Rev.1).

Table 28.20 **Objectives for the biennium, expected accomplishments, indicators of achievement and performance measures**

Objective of the Organization: To achieve an informed understanding of the work, principles and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*		*Performance measures*			
			2018-2019	*2016-2017*	*2014-2015*	*2012-2013*
(a) Increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations that are produced in all six official languages	(i) Increased number of users of Internet-based United Nations products, overall and per official language [number of Internet downloads of high-resolution photographs]	Target	350 000	275 000	275 000	500 000
		Estimate		345 000	250 000	210 000
		Actual			343 932	422 500
	[number of average monthly visitors to www.un.org (in millions)]	Target	3.4	2.6	2.5	
		Estimate		3.3	2.3	2.3
		Actual			3.2	2.3
	(ii) Increased number of online users, including Governments, members of civil society and educators, of United Nations news and information products, overall and per official language [number of internet downloads of radio programmes (in millions)]	Target	6.5	5.5	3.2	1.7
		Estimate		6.0	5.4	3.1
		Actual			6.1	2
	[number of Internet downloads of television programmes]	Target	120 000	92 000	90 000	25 200
		Estimate		110 000	90 000	85 000
		Actual			108 292	116 100
	[number of average monthly visitors to News Centre websites]	Target	560 000	560 000	550 000	
		Estimate		550 000	485 000	477 855
		Actual			550 695	477 855
	(iii) Increased number of engaged end users on audiovisual social media platforms, overall and per official language [number of social media views — photographs (in millions)]	Target	14	19	2	
		Estimate		14	15	1.8
		Actual			16.8	1.8
	[number of social media views — video (in millions)]	Target	1 200	150	8.4	
		Estimate		1 038	125	7.7
		Actual			527.3	7.7
	(iv) Increased partnerships with radio and television broadcasters and rebroadcasters, by language (official and non-official) and by region [number of broadcast stations]	Target	1 100	880	800	470
		Estimate		1 088	800	780
		Actual			1 043	799

Expected accomplishments of the Secretariat	*Indicators of achievement*		*Performance measures*			
			2018-2019	*2016-2017*	*2014-2015*	*2012-2013*
(b) Timely access by news organizations and other users to daily meeting-coverage press releases, television packages, photos and other information products in all six official languages	Maintenance of the current percentage of news products meeting deadlines to ensure their relevance to end users in all six official languages [percentage]	Target	90	88		
		Estimate		88		
		Actual				

External factors

28.53 The subprogramme is expected to achieve its objectives and expected accomplishments on the assumption that national and international media organizations will participate in partnerships and co-productions and that political, economic and other factors will enable media organizations to access and redisseminate United Nations information material.

Outputs

28.54 During the biennium 2018-2019, the following outputs will be delivered:

Table 28.21 **Categories of outputs and final outputs**

Outputs	*Quantity*
Other substantive activities (regular budget, other assessed, extrabudgetary)	
Booklets, pamphlets, fact sheets, wallcharts, information kits	
1. United Nations Daily News bulletin (electronic)	1
2. Annual General Assembly press kit	2
Press releases and press conferences	
3. Press releases, backgrounders and round-ups, as well as speeches and statements of the Secretary-General and the Deputy Secretary-General for media delegations and the general public	1
4. Summaries and transcripts of press conferences and briefings by the Secretary-General, the Deputy Secretary-General and the President of the Security Council, and daily briefings by United Nations spokespersons	1
5. Press reviews of major developments in the news, on a regular basis and as requested by senior United Nations officials	1
6. Accreditation and liaison services and distribution of official documents to media representatives in connection with their coverage of United Nations activities, including media liaison for the Secretary-General	1
7. Press releases in six official languages summarizing open meetings, including of the General Assembly, the Security Council and the Economic and Social Council, their subsidiary bodies and other intergovernmental bodies at United Nations Headquarters, as well as United Nations conferences held away from Headquarters	1
8. Provision to senior United Nations officials and other staff of daily press clippings and breaking international news stories	1
Audiovisual resources	
9. Coverage of breaking United Nations stories and other related developments at Headquarters and around the world, through continuous updating of United Nations news websites in the six official languages	1

Outputs	*Quantity*
10. Daily multimedia (radio, video and social) content, including news and features, in the six official languages and two non-official languages (Portuguese and Kiswahili)	1
11. Weekly, biweekly and monthly radio programmes in three non-official languages (Bangla, Hindi and Urdu)	1
12. UNiFEED — production of television news packages from United Nations Television and other providers in the United Nations system, distributed to television stations throughout the world and through broadcast-quality downloads	1
13. Video materials, features and programmes related to the work of the Organization, including *United Nations in Action, 21st Century, Year in Review* and ad hoc co-productions with United Nations system agencies and other organizations	2
14. Television coverage of General Assembly, Security Council and other meetings, and other events and activities, including those featuring the Secretary-General, for distribution to news organizations	1
15. Broadcast of both live and recorded coverage from Headquarters and of recorded narrative programmes produced by United Nations Television and United Nations system entities on the United Nations Television Channel	1
16. Operation, management and maintenance of television and radio studios and facilities	1
17. Live and on-demand webcast coverage of United Nations meetings, conferences, briefings and other events	8
18. Photo coverage of: the activities of the Secretary-General, plenary meetings of the General Assembly, Security Council and Economic and Social Council, activities of the President of the General Assembly at Headquarters, press conferences, stakeouts and portraits	1
19. Development of distribution partnerships with a wide variety of media outlets — traditional and new media — to disseminate United Nations messages	1
20. Update and maintenance of the digital multimedia production systems, applications and platforms used by the Department, including metadata management	1
21. Update and maintenance, including preservation and conservation of United Nations audio and visual archival materials, and provision of photo, audio and visual library services	1
Technical materials	
22. Update and maintenance of the United Nations website in six official languages, including its top-level pages, pages on United Nations observances, pages on the political organs, and pages of the Secretary-General and the Spokesperson	1

28.55 The distribution of resources for subprogramme 2 is reflected in table 28.22 below.

Table 28.22 **Resource requirements: subprogramme 2**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	54 443.9	52 760.6	217	220
Non-post	13 614.1	14 732.2	–	–
Subtotal	**68 058.0**	**67 492.8**	**217**	**220**
Other assessed	437.2	437.2	2	2
Extrabudgetary	1 130.0	1 130.0	–	–
Total	**69 625.2**	**69 060.0**	**219**	**222**

28.56 The amount of $67,492,800 would provide for 220 posts (1 D-2, 3 D-1, 7 P-5, 31 P-4, 58 P-3, 28 P-2, 4 General Service (Principal level), 88 General Service (Other level)) and for non-post requirements for other staff costs, travel of staff, contractual services, general operating expenses, supplies and materials and furniture and equipment to support the implementation of mandates under the programme.

28.57 The decrease of $565,200 reflects the net effect of: (a) the proposed establishment of 18 new posts (1 P-5, 4 P-3, 4 P-2 and 9 General Service (Other level)), and related non-post resources, in line with paragraph 23 of General Assembly resolution 71/101 related to enhancement of multilingualism as detailed in paragraphs 28.62 and 28.63 of the present report; (b) the proposed redeployment of the Office of the Spokesperson to section 1, Overall policymaking, direction and coordination; (c) the abolition of two P-2 and one General Service (Other level) posts and decreases in non-post requirements due to efficiencies that the Department plans to bring about in 2018-2019; and (d) a technical adjustment for non-recurrent requirements.

28.58 The subprogramme is supported by projected other assessed resources amounting to $437,200, including one P-2 and one General Service (Other level) posts, which will be utilized to support public information activities in peacekeeping missions. The subprogramme is also supported by projected extrabudgetary resources amounting to $1,130,000 contributed by other United Nations agencies, funds and programmes, which will be utilized in support of jointly financed information projects.

Office of the Spokesperson for the Secretary-General

28.59 The distribution of resources for the Office of the Spokesperson for the Secretary-General is indicated in table 28.23.

Table 28.23 **Resource requirements: Office of the Spokesperson for the Secretary-General**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	3 244.2	–	12	–
Non-post	233.2	–	–	–
Total	**3 477.4**	**–**	**12**	**–**

28.60 The decrease in resources is related to the proposed redeployment of the Office of the Spokesperson to section 1, Overall policymaking, direction and coordination. To ensure effective management and development of media relations on behalf of the Secretary-General, close proximity and coordination between the Office of the Spokesperson and the Strategic Communications and Speechwriting Unit is key to advancing the Secretary-General's strategic communications. This can be ensured through co-location of the two offices within the Secretary-General's Executive Office. This co-location will facilitate advance planning, objective setting, prioritization, key message development, audience targeting, selection of appropriate platforms for dissemination, and evaluation, and will enable the Office of the Secretary-General to better achieve its goals, handle crises and manage the Organization's reputation.

Table 28.24 **Resource requirements: News and Media Division**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	51 199.7	52 760.6	205	220
Non-post	13 380.9	14 732.2	–	–
Subtotal	**64 580.6**	**67 492.8**	**205**	**220**
Other assessed	437.2	437.2	2	2
Extrabudgetary	1 130.0	1 130.0	–	–
Total	**66 147.8**	**69 060.0**	**207**	**222**

28.61 The amount of $67,492,800 would provide for 220 posts (1 D-2, 3 D-1, 7 P-5, 31 P-4, 58 P-3, 28 P-2, 4 General Service (Principal level), 88 General Service (Other level)) and for non-post resources for other staff costs, travel of staff, contractual services, general operating expenses, supplies and materials and furniture and equipment to support the implementation of mandates under the programme.

28.62 The increase of $2,912,200 reflects the net effect of (a) the proposed establishment of 18 new posts (1 P-5, 4 P-3, 4 P-2, 9 General Service (Other level)) and related non-post resources required for the production and external translation of multilingual social media products, press releases and public information news products in Arabic, Chinese, Russian and Spanish, in addition to English and French, in line with paragraph 23 of General Assembly resolution 71/101; (b) the proposed abolition of one post of Associate Photographer (P-2), one post of Associate Web Officer (P-2) and one post of Public Information Clerk (General Service (Other level)), as well as non-post reductions reflecting the efficiencies that the Department plans to bring about in 2018-2019; and (c) the removal of the 2016-2017 non-recurrent requirements related to modalities for the intergovernmental negotiations of the global compact for safe, orderly and regular migration.

28.63 The functions of the 18 proposed new posts (1 P-5, 4 P-3, 4 P-2 and 9 General Service (Other level)) include:

(a) One post of Senior Public Information Officer (P-5) to strengthen the strategic use, quality, reach and parity of social media content in all six official languages. The Senior Information Officer (P-5) would report to the Chief of the Digital and Promotion Branch and lead the multilingual social media team, composed of the social media focal points in each official language. The Senior Information Officer would conceptualize and manage the overall multilingual social media strategy for the Department, to ensure the full and equitable treatment of the six official languages, in line with its overall communications guidance, priorities and messaging; lead and represent the Department on social media issues and United Nations system social media coordination; lead, direct and coordinate the team of multilingual social media focal points; plan and allocate work assignments; coach, mentor and manage staff; play a key role in advising and supporting the social media initiatives carried out by the Executive Office of the Secretary-General and his spokesperson, to ensure coherence with the strategic communications work of the Department; assess the overall effectiveness of social media strategies, programmes and policy and make needed changes in approach and technique; represent the Department at inter-agency meetings, participate in international, regional or national meetings and undertake organizational discussions with

representatives of other institutions and key partners, including Member States; and participate in the recruitment and selection of new staff and in the development of training programmes.

(b) Four posts of Press Officer (P-3) to oversee the production of press releases and summaries of the plenary meetings of the General Assembly, the Security Council and the Economic and Social Council and manage their external translation from English into Arabic, Chinese, Russian and Spanish; review and edit translated material vis-à-vis content provided in English to ensure that acceptable quality standards are maintained; conduct research for, summarize and prepare, on the basis of official United Nations documentation and other sources, drafts of backgrounders on specific topics or themes related to major meetings or conferences; maintain close liaison with the editor and proofreader in the production process with respect to a press release; occasionally cover meetings when such single coverage is decided upon by an editor; take statements from the floor by listening to a speaker and summarizing what is being said while the meeting is in progress; and provide guidance to and supervise junior staff. The four Press Officers would report to the Chief of the Meetings Coverage Section.

(c) Four posts of Editorial Assistant (General Service (Other level)) to support the four Press Officers (P-3) mentioned above by proofreading the externally translated texts of press releases and summaries of the plenary meetings of the General Assembly, the Security Council and the Economic and Social Council in Arabic, Chinese, Russian and Spanish; ensure that changes are incorporated as indicated on the draft copy and alert the relevant editor if obvious errors or discrepancies are found in the text; incorporate changes as indicated by editors and ensure that the final version of the document conforms to existing styles and editorial guidelines; provide specialized assistance to press officers and editors in the production of meeting summaries and press releases in the required official United Nations language by formatting and publishing documents in Microsoft Word and online; publish and store final document on shared drives and publish it online using the designated software; ensure the proper distribution of published documents and files; and respond to information requests and enquiries. The four Editorial Assistants would report directly to the four Press Officers. The eight new posts mentioned above would allow the issuance of press releases in Arabic, Chinese, Russian and Spanish within 24-48 hours of the release of the English version.

(d) Four posts of Associate Multimedia Producer (P-2) to create multimedia video products of varying length in Arabic, Chinese, Russian and Spanish for placement on web-based/social media platforms; write scripts for both short- and long-format video feature reports for placement on both broadcast outlets and web-based platforms; film and edit video feature reports of varying lengths for placement on both broadcast outlets and web-based platforms; re-edit and rescript existing video reports to varying lengths; contribute to story ideas for both broadcast and the web that directly relate to United Nations priorities; conduct research for United Nations productions and co-productions; oversee the post-production and editing of video products in consultation with the Chief; use social media tools to help disseminate video products; develop and post content on social media and other digital platforms and monitor/moderate forums and chats; produce video reports in the field; coordinate with other television/video producers, on-air talent and correspondents to produce multimedia programmes; and provide language translations of videos as needed. The four Associate Multimedia producers would report to the Chief of the Television Section.

(e) Five posts of Public Information Assistant (General Service (Other level)) to assist with the live and on-demand webcast coverage of United Nations meetings and events in Arabic, Chinese, French, Russian and Spanish; edit and archive webcast and broadcast-quality video; input data into the content management system for the scheduling of live channels and maintain records in the digital audiovisual asset management systems for archived video; update webcast and audiovisual archive pages, including appropriate captions; encode video/audio into different digital formats that can be broadcast on the Internet; and match video to the audio channel in the appropriate language to provide multilingual webcast. The Five Public Information Assistants would report to the Chief of the Webcast Unit.

28.64. The Division is supported by projected other assessed resources amounting to $437,200, including two temporary posts (1 P-2 and 1 General Service (Other level)) that would support public information activities in peacekeeping missions. The Division is also supported by projected extrabudgetary resources amounting to $1,130,000 contributed by other United Nations agencies, funds and programmes, which will be utilized in support of jointly financed information projects.

Subprogramme 3
Outreach and knowledge services

Resource requirements (before recosting): $38,843,600

28.65. Substantive responsibility for the subprogramme is vested within the Outreach Division, which includes the following sections: Knowledge Solutions and Design; NGO Relations and Advocacy; Education Outreach (inter alia, the Holocaust remembrance and the Victims of Slavery and the Transatlantic Slave Trade remembrance); Publications and Editorial; Sales and Marketing; Visitors' Services; and the Dag Hammarskjöld Library. The Division also includes the secretariat of the Exhibits Committee and the Publications Board, as well as the liaison function with respect to the Committee on Information and the Fourth Committee. The subprogramme will be implemented in accordance with the strategy detailed under subprogramme 3, Outreach and knowledge services, of programme 24, Public information, of the biennial programme plan for the period 2018-2019 (A/71/6/Rev.1).

Table 28.25 **Objectives for the biennium, expected accomplishments, indicators of achievement and performance measures**

Objective of the Organization: To achieve an informed understanding of the work, principles and purposes of the United Nations

Expected accomplishments of the Secretariat	*Indicators of achievement*		*Performance measures*			
			2018-2019	*2016-2017*	*2014-2015*	*2012-2013*
(a) Increased understanding of and support for the work and ideals of the United Nations multilingual information through effective engagement and partnerships	(i) Increased number of non-governmental organizations from developing countries and countries with economies in transition receiving information from the Department [number]	Target	255	245	246	578
		Estimate		245	235	201
		Actual			240	234

Expected accomplishments of the Secretariat	*Indicators of achievement*		*Performance measures*			
			2018-2019	*2016-2017*	*2014-2015*	*2012-2013*
	(ii) Increased number of academic institutions working in partnership with the Department of Public Information [number]	Target	1 400			
		Estimate		1 300		
		Actual				
	(iii) Increased number of target audiences reached through special events and other activities in all six official languages [number]	Target	761 000			
		Estimate		602 000		
		Actual				
(b) Increased usage of knowledge services for delegates, staff, and the general public	(i) Increased number of users of the Dag Hammarskjöld Library services [number]	Target	386 000			
		Estimate		385 000		
		Actual				
	(ii) Increased number of end users of publications and other outreach products available in print and electronic formats overall and per official language [in millions]	Target	3.10	3.01	2.60	1.20
		Estimate		3.01	2.60	2.45
		Actual			2.60	2.35
	(iii) Increased usage of the United Nations intranet, iSeek, by staff members and increased usage of deleGATE by Member States [average number of monthly sessions on iSeek and deleGATE]	Target	870 000	1 325 000		
		Estimate		868 367	1 299 145	
		Actual			1 022 890	

28.66 The subprogramme is expected to achieve its objectives and expected accomplishments on the assumption that: (a) civil society institutions, redisseminators and other partners, including other organizations of the United Nations system, are able to collaborate with the Department; (b) academic interest in the principles, activities and concerns of the United Nations does not diminish; and (c) target audience access to services and programmes is not inhibited owing to infrastructure, security or other issues.

Outputs

28.67 During the biennium 2018-2019, the following outputs will be delivered.

Table 28.26 **Categories of outputs and final outputs**

Outputs	*Quantity*
Servicing of intergovernmental and expert bodies, and reports thereto (regular budget)	
Fourth Committee	
Parliamentary documentation	
1. Report of the Secretary-General on "Questions of Information"	2

Outputs	*Quantity*
Committee on Information	
Substantive servicing of meetings	
2. Annual session of the Committee on Information	2
Parliamentary documentation	
3. Report of the Secretary-General on the activities of the Department of Public Information: Strategic Communications Services	2
4. Report of the Secretary-General on the activities of the Department of Public Information: Outreach Services	2
5. Report of the Secretary-General on the activities of the Department of Public Information: News Services	2
Other substantive activities (regular budget and extrabudgetary)	
Recurrent publications	
1. *UN Chronicle* (English and French)	8
2. *Basic Facts about the United Nations*	1
3. *Yearbook of the United Nations*	2
Non-recurrent publication	1
4. *The Holocaust and the United Nations Outreach Programme: Discussion Papers Journal*	
Seminars	
5. Communications workshops for NGOs and orientation programme for newly associated NGOs	2
6. Organization and implementation of the Department of Public Information/NGO Conference, including the final Conference report, and information on the NGO workshops	2
7. UN4U speaking engagements at schools for students	2
8. Programme of educational outreach on slavery and the transatlantic slave trade	2
9. Programme of educational outreach on the subject of the Holocaust	2
10. Special student events such as the global videoconferences for United Nations observances, including related Facebook pages	2
11. Annual Model United Nations training workshop for Model United Nations organizers	2
12. Seminars, conferences and round tables, organized in partnership with United Nations departments, agencies and programmes and academia	2
Exhibits, guided tours, lectures	
13. Briefing programmes on a broad range of United Nations topics for interested groups, through either in-house or outside speaking engagements or through videoconferences	4
14. Guided tours for the general public and special tours by arrangement	2
15. Selection, design, organization and installation of exhibits at the United Nations Headquarters	2
16. Development, installation and maintenance of tour route at the United Nations Headquarters	2
Booklets, fact sheets, wallcharts, information kits	
17. Educational materials on United Nations topics, general information on both the work of the United Nations and specific topics on the United Nations agenda.	1
18. Fact sheets, brochures, briefing papers, posters and booklets on frequently asked questions and concerns to inform the general public of the United Nations activities	3
19. Responses to public inquiries, mainly by electronic means but also orally and by hard copy, on issues of concern to the United Nations, including the provision of special kits for teachers	2

Outputs	Quantity
Press releases, press conferences	
20. Press conferences and press releases to announce new ad hoc outreach partnerships and special events; exhibit openings; conferences and seminars	3
Special events	
21. Programme to engage and facilitate the participation of prominent personalities and other celebrities as advocates to promote United Nations programmes and increase outreach	2
22. Organization of special events and promotion of observances of selected commemorative days and years in partnership with other United Nations departments, agencies and programmes, Governments and NGOs	2
23. United Nations Day Concert	2
24. Projects initiated under the Creative Community Outreach Initiative resulting in the United Nations or a United Nations issue being featured in a film, television or theatre product	2
Technical material	
25. Graphic design products for campaigns, conferences and publications	1
Update and maintenance of the websites for/of:	
26. iSeek (the Secretariat intranet) and deleGATE	1
27. Visitors' Services	1
28. NGO Relations	1
29. Advocacy, including United Nations Messengers of Peace	1
30. Education Outreach	1
31. *UN Chronicle*	1
32. *United Nations Development Business*	1
33. The Dag Hammarskjöld Library, including the continued integration of social media and various applications	1
Update and maintenance of:	
34. The Dag Hammarskjöld Library computer hardware, software and databases	1
35. The database directory of NGOs associated with the Department	1
36. The database of United Nations experts available for speaking engagements	1
Conference services (regular budget)	
Library services	
37. Compilation of the bibliography portion of the United Nations Juridical Yearbook, which is issued in both print and e-formats	1
38. Serving as the secretariat of the United Nations System Electronic Information Acquisition Consortium and coordinating the purchase and management of external online information resources	1
39. Retrospective digitizing of selected sets of United Nations parliamentary documents, publications and maps and their upload to the Official Document System and the digital library system for purposes of access to and preservation of digital documents	1
40. *Index to Proceedings*, covering the activities of the General Assembly, the Security Council and the Economic and Social Council	1
41. Networking with United Nations system libraries through inter-agency meetings on knowledge-sharing and information management	1
42. Liaison services, including the provision of direct and targeted research, information advice and assistance and personal information consultation to Secretariat staff members and representatives of Member States in support of their substantive work	1

Outputs	*Quantity*
43. Preparation and enhancement of the United Nations Bibliographic Information System (UNBISNET) Thesaurus for the retrieval of United Nations documents and publications in all formats	1
44. Creation update and maintenance of metadata for United Nations content and other library materials in all formats	1
45. Provision of reference, research, loan and inter-library loan services	1
46. Selection and acquisition of information sources in print and electronic formats	1
47. Implementation and enhancement of the United Nations digital library for the collection, management, dissemination and preservation of United Nations content	1
48. Management and preservation of the print collection of the Dag Hammarskjöld Library	1
49. Expert advice and guidance on information issues to United Nations libraries, United Nations information centre libraries and United Nations depository libraries	2
50. Training courses, seminars and workshops: provision of training programmes for delegates, staff of permanent missions, United Nations staff, government officials, depository librarians, NGOs and interns	2
Technical cooperation (regular budget)	
Training courses, seminars and workshops:	
51. Organization of seminars and lectures organized for journalists and broadcasters from developing countries and countries with economies in transition as part of a four-week annual training programme mandated by the General Assembly	2

28.68 The distribution of resources for subprogramme 3, Outreach and knowledge services, is reflected in table 28.27.

Table 28.27 **Resource requirements: subprogramme 3**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	34 013.2	33 606.9	144	142
Non-post	4 923.4	5 236.7	–	–
Subtotal	**38 936.6**	**38 843.6**	**144**	**142**
Extrabudgetary	4 433.2	4 433.2	10	10
Total	**43 369.8**	**43 276.8**	**154**	**152**

28.69 The amount of $38,843,600 would provide for 142 posts (1 D-2, 2 D-1, 5 P-5, 19 P-4, 24 P-3, 20 P-2/1 and 71 General Service (Other level)) and non-post requirements for other staff costs, travel of representatives, travel of staff, contractual services, general operating expenses, hospitality, supplies and material, furniture and equipment, and grants and contributions to support the implementation of mandates under the programme.

28.70 The decrease of $93,000 reflects the net effect of (i) the proposed abolition of one post of Associate Librarian (P-2) and one post of Team Assistant (General Service (Other level)) due to the efficiencies that the Department plans to bring about in 2018-2019; and (b) a net increase under contractual services owing to increased translation requirements with respect to public information

products in all the official languages of the United Nations, in line with General Assembly resolution 71/101.

28.71 Projected extrabudgetary resources totalling $4,433,200, inclusive of one P-3 and nine General Service (Other level) posts, would support the production of various events and information materials, such as the *United Nations Development Business*.

C. Programme support

Resource requirements (before recosting): $7,686,300

28.72 The Executive Office provides the administrative, managerial and programme support necessary for the implementation of the mandated activities of the Department of Public Information. It assists the Under-Secretary-General in the preparation of the biennial programme plan and priorities, the preparation, administration and monitoring of the programme budget and the management of trust funds and other assessed contributions and extrabudgetary resources; provides relevant support services for the efficient utilization of human resources; and plans, controls and coordinates requirements related to general office administration. It also handles the Department's information technology needs, including the maintenance and upgrading of computer equipment and user applications.

28.73 The distribution of resources for programme support is reflected in table 28.28.

Table 28.28 **Resource requirements: programme support**

	Resources (thousands of United States dollars)		*Posts*	
	2016-2017	*2018-2019 (before recosting)*	*2016-2017*	*2018-2019*
Regular budget				
Post	4 824.5	4 824.5	22	22
Non-post	2 763.3	2 861.8	-	-
Subtotal	**7 587.8**	**7 686.3**	**22**	**22**
Extrabudgetary	336.9	336.9	1	1
Total	**7 924.7**	**8 023.2**	**23**	**23**

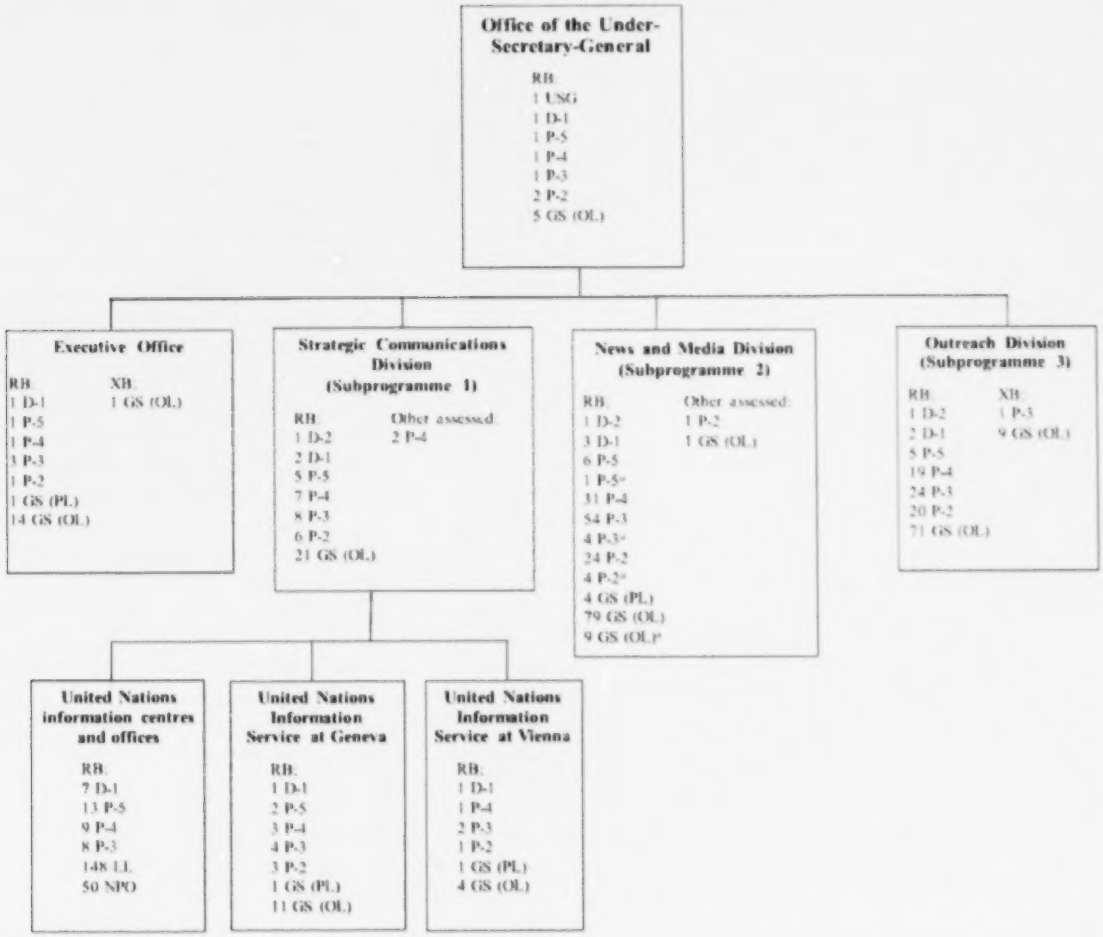
28.74 The amount of $7,686,300 would provide for 22 posts (1 D-1, 1 P-5, 1 P-4, 3 P-3, 1 P-2/1, 1 General Service (Principal level) and 14 General Service (Other level)) and non-post requirements for other staff costs, contractual services, general operating expenses, supplies and material, and furniture and equipment to support the implementation of mandates under the programme.

28.75 The increase of $98,500 reflects the net effect of (a) additional non-post requirements associated with the 18 new posts partially offset by adjustments in non-post costs related to the abolition of 8 posts and (b) decreases related to efficiencies that the Department plans to bring about in 2018-2019.

28.76 Projected extrabudgetary resources totalling $336,900, inclusive of one General Service (Other level) post, would support the Executive Office in the administration of its functions.

Annex I

Organizational structure and post distribution for the biennium 2018-2019



[a] New (multilingualism posts).

Annex II

Summary of follow-up action taken to implement relevant recommendations of the oversight bodies

Brief description of the recommendation	*Action taken to implement the recommendation*
General Assembly resolution 70/247	
Encourages the Secretary-General to ensure intensive collaboration with the Department of Peacekeeping Operations and the Department of Field Support to promote a positive image of the peacekeeping activities of the Organization and to support the public information components of peacekeeping missions (para. 91).	Collaboration between the Department of Public Information, the Department for Peacekeeping Operations and the Department of Field Services includes the following: the Department of Public Information, in consultation with the Department of Peacekeeping Operations and the Department of Field Support, developed the 2016 Strategic Communications and Public Information Policy for Peacekeeping Operations; the Department delivered digital communications training to peacekeeping missions and Department of Field Support staff at United Nations Headquarters; it delivers annual professional development trainings for communications staff in the field; the Department, in cooperation with the Department of Peacekeeping Operations, maintains the United Nations peacekeeping website in six languages and is in the process of providing a new web platform to improve all field mission websites; the Department, in cooperation with the Department of Peacekeeping Operations, globally provides support to observe the International Day of United Nations Peacekeepers; the Department provides strategic communications advice and support when a new peacekeeping operation is set up and during times of transition to ensure media coverage and highlight achievements; the Department provides communication support and advice to counter sexual exploitation and abuse and to address the issue of cholera in Haiti and other priority issues for the United Nations; it supports the Department of Field Support and the Department of Peacekeeping Operations on field recruitment and administrative matters; when necessary, the Department has seconded staff to peacekeeping operations.
Advisory Committee on Administrative and Budgetary Questions (A/70/7)	
The Advisory Committee is of the view that taking the necessary measures to increase capacity in field offices to perform the functions of the social media team can lead to greater efficiency in production timelines and costs and recommends that the General Assembly request the Secretary-General to	The Department has strengthened the local capacity to perform the functions of the social media team across the global network of United Nations information centres using existing resources. The Department has also revised the governance mechanism supporting its social media activities at the local level and has drafted official social

Brief description of the recommendation	*Action taken to implement the recommendation*
keep the distribution of such functions across the global network of the Department's offices under review, while ensuring that the standards regarding the quality of its products are maintained (para. VII.15).	media guidelines for field offices. From a substantive standpoint, the Department strengthened the collaboration between the social media team at Headquarters and its global network of field offices, creating additional opportunities to share knowledge via remote training sessions on WebEx. For example, during the first quarter of 2017, the Department's French web unit held a WebEx session with West African Francophone field offices (United Nations information centres) to share best practices and procedures on producing Francophone digital content and running social media in French. Similar exchanges have been held with other language teams and respective United Nations information centres. Such collaboration is viewed as a productive way to move forward within existing resources.
The Advisory Committee stresses the need to ensure that the public websites of the United Nations are fully multilingual and that guidelines/standards are established and followed by all offices that maintain such websites, and to support all such offices in implementing and maintaining fully multilingual websites (para. VII.28).	The Department remains vigilant in scrutinizing applications for new un.org websites to ensure that they adopt multilingualism. Guidelines and standards have been published online, and the Department strives to remind author departments of the necessity to conform to multilingualism. By way of support, the Department provides guidance and advice on a regular basis to various offices and departments of the United Nations and reviews websites for quality assurance prior to launch. In this regard, the approval process for new United Nations websites was revised in 2016-2017, so that it is now a two-step process whereby a preliminary approval is granted, but final approval is granted only after the finished website is fully reviewed by the Department for conformity to multilingual standards.
The Advisory Committee encourages the Department to continue to work towards compliance with accessibility requirements on all new and updated pages of the United Nations website (para. VII.30).	The Department of Public Information has remained actively engaged in the Interdepartmental Task Force on Accessibility, as convened by the Department of Economic and Social Affairs. The Department of Public Information has ensured that accessibility of United Nations websites is fully described in the work and outputs of the working group. In addition, it has published extensive standards and guidelines for the accessibility of United Nations websites. As part of the process of approving new United Nations websites, the Department provides full testing to ensure websites conform to accessibility standards.

Brief description of the recommendation	*Action taken to implement the recommendation*
Joint Inspection Unit report (JIU/REP/2015/4)	
Recommendation 1 The legislative/governing bodies of the United Nations system organizations should request the executive heads to embrace the nine benchmarks proposed in the present report, in order to enhance the strategic role of the public information and communications function in contributing to the achievement of organizational goals and priorities, thereby promoting global support for their organization.	The report (JIU/REP/2015/4) was presented for member states consideration in the Fourth Committee, at the seventy-first session of the General Assembly (see A/71/383 and A/71/383/Add.1).
Recommendation 2 Starting from the forthcoming programme and budget cycle, the executive heads of the United Nations system organizations should reinforce in a sustainable manner the strategic role of the public information and communications function within their organization, by adhering to the nine benchmarks proposed in the present report, as applicable.	The Department welcomes the report and fully supports the efforts to strengthen the strategic role of public information and communications in entities across the United Nations system. The Department agrees with and adheres to the nine benchmarks outlined in the report through, for example, a formal Strategic Framework for Public Information approved by the General Assembly.
Recommendation 3 The executive heads of the United Nations system organizations should encourage, as applicable, their representatives in the United Nations Communications Group at principals' level, and in the United Nations Development Group Communications and Advocacy Working Group, to coordinate their work closely and to develop strong complementarities and synergies between the two groups in order to further strengthen public information and communications capacity in the United Nations system.	The Department is a full and active member of the UNDG Working Group on Communications and Advocacy. The WG has focused on ensuring that local United Nations Communications Groups are established and United Nations country teams take full advantage of these and also draft and implement common communication strategies. United Nations information centres have played a lead role in this effort. To ensure synergies, the Chairs of the Working Group have been invited to brief the United Nations Communications Group weekly meeting on the activities and plans of the Working Group.
Recommendation 4 The executive heads of the United Nations system organizations should take concrete measures to strengthen public information and communications capacity at the field level within their organizations, when applicable. This, in turn, would enable local United Nations communications groups to conduct joint activities with due attention to local circumstances and organizations' mandated priorities, and reinforce the effectiveness and impact of those activities.	The Department, as the secretariat of the United Nations Communications Group, is currently updating the Group's standard operation procedure on crisis communications in line with the United Nations crisis management policy. The standard operating procedure provides guidance and procedural advice to United Nations Communications Groups on coordinating communications efforts and response in times of crisis in country. The revised standard operating procedure will be finalized through consultations with all Group principals and is expected to be formally approved by principals in June 2017. The updated standard operating procedure takes into consideration the relationship of Resident Coordinators to

Brief description of the recommendation	*Action taken to implement the recommendation*
	United Nations communications groups and will be shared with the Working Group on Communications and Advocacy.
Recommendation 5 The executive heads of the United Nations system organizations that have not yet done so should develop an effective social media strategy that is based on updated guidelines and is properly aligned with the other respective policies and frameworks/strategies for public information and communications.	The Department is finalizing the development of corporate social media policies on personal and institutional usage.
Recommendation 6 The executive heads of the United Nations system organizations should strengthen the in-house capacity for social media management, with a view to creating specific content and maintaining organizational accounts, as well as to providing advice on the proper use of social media.	The Department has ensured that the United Nations flagship social media accounts are maintained in all six official languages by utilizing existing language staff with skills in multimedia content creation and management. The Department has strengthened editorial coordination to ensure consistency of the Department's social media accounts. The Department's social media team provides regular guidance on social media usage and best practices to the United Nations system as a whole.

Annex III

Outputs included in the biennium 2016-2017 not to be delivered in 2018-2019

A/70/6 (Sect. 28), paragraph	*Output*	*Quantity*	*Reason for discontinuation*
Subprogramme 1 **Strategic communications services**			
28.35 (b) (vi) b.	Maintenance of an internal, field-oriented website, the Strategic Communications Network, for coordination, information-sharing and interaction within the Strategic Communications Division at Headquarters and in the field	1	Obsolete. The information is now shared via Trello and other online communication collaboration tools.
28.35 (b) (vi) d.	Maintenance of the United Nations Communications Group website	1	Obsolete. The information can now be received via a request placed with the United Nations Communications Group secretariat.
	Subtotal	**2**	
Subprogramme 2 **News services**			
28.59 (a) (ii) a.	Arranging of press conferences for the Secretary-General, the Deputy Secretary-General, other senior United Nations officials and representatives of Member States and of the United Nations system	1	The output is delivered by the Office of the Spokesperson that is proposed to be redeployed to section 1, Overall policymaking, direction and coordination.
28.59 (a) (ii) d.	Organization of briefings (including arranging briefing programmes and background briefings by senior United Nations officials), interviews and other direct outreach, including the issuance of media alerts, for media correspondents and journalists	1	The output is delivered by the Office of the Spokesperson that is proposed to be redeployed to section 1, Overall policymaking, direction and coordination.
28.59 (a) (iii) a.	Coverage on United Nations websites of "Stories the World Should Hear More About"	1	Obsolete. The stories have been integrated into the United Nations News Centre website.
	Subtotal	**3**	
Subprogramme 3 **Outreach and knowledge services**			
28.75 (b) (vii) c.	Databases of United Nations statistics for educators and students	1	Obsolete. The information has been incorporated in the www.un.org website.
	Subtotal	**1**	
	Total	**6**	